

What is claimed is:

1. A beverage drinking container holder comprising:
  - an expandable, flexible net having low thermal conductivity and sized to substantially encircle a handheld beverage drinking container,  
5 wherein the net is configured to reduce the flow of heat between a beverage in the beverage drinking container and a user's hand.
2. The holder of claim 1 further comprising at least one insignia.
3. The holder of claim 2 wherein the at least one insignia includes a first insignia that is visible at least when the net is substantially fully contracted  
10 and a second insignia that is visible substantially only when the net is expanded.
4. The holder of claim 3 wherein the first insignia is not visible when the net is expanded.
5. The holder of claim 1 further comprising an adhesive operable to attach the net to the beverage drinking container.  
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6. A protector of fragile items comprising:
  - an expandable, flexible net having low thermal conductivity and sized to substantially ensconce a fragile item, wherein the net is operable to absorb a force generated by contact with another object.
- 20 7. The protector of claim 6 further comprising at least one insignia.
8. The protector of claim 7 wherein the at least one insignia includes a first insignia that is visible when the net is fully contracted and a second insignia that is visible when the net is expanded.
9. The protector of claim 8 wherein the first insignia is not visible when the net  
25 is expanded.
10. The protector of claim 6 further comprising an adhesive operable to attach the net to the fragile item.

11. A handheld beverage drinking vessel comprising:
  - a beverage drinking container; and
  - an expandable, flexible net substantially encircling the beverage drinking container, wherein the net has low thermal conductivity and is configured to reduce the flow of heat between a beverage in the beverage drinking container and a user's hand.
- 5 12. The drinking vessel of claim 11 wherein the net further comprises at least one insignia.
- 10 13. The drinking vessel of claim 11 wherein the net is substantially adhered to the beverage drinking container.
14. The drinking vessel of claim 13 wherein the net is adhered via an adhesive that is configured to permit the net to easily slide onto the container and then to substantially stick to the container when substantially encircling the container.
- 15 15. The drinking vessel of claim 11 wherein at least an inner surface of the net is substantially non-slippery.
16. The drinking vessel of claim 15 wherein the inner surface of the net is configured to easily slide onto the container and then to substantially stick to the container when substantially encircling the container.
- 20 17. The drinking vessel of claim 11 wherein the beverage drinking container holds at least one of a hot liquid and a cold liquid.
18. The drinking vessel of claim 11 wherein the beverage drinking container comprises at least one insignia that is visible through the net.
19. The drinking vessel of claim 12 wherein the at least one insignia includes a first insignia that is visible when the net is fully contracted and a second insignia that is visible substantially only when the net is expanded.
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20. The drinking vessel of claim 19 wherein the first insignia is substantially not visible when the net is expanded.
21. A method for holding a beverage drinking container, the method comprising:
  - 5 encircling the beverage drinking container with an expandable, flexible net having low thermal conductivity and sized to fit the beverage drinking container; and
  - grasping the net to hold the container.
22. The method of claim 21 wherein encircling the beverage drinking container includes expanding the net.
- 10 23. The method of claim 21 further comprising at least one of the following:
  - placing a hot liquid in the beverage drinking container, and
  - placing a cold liquid in the beverage drinking container.
24. The method of claim 23 further comprising drinking the liquid.
- 15 25. The method of claim 21 further comprising attaching the net to the beverage drinking container.
26. The method of claim 25 further comprising attaching the net to the beverage drinking container with an adhesive.
27. The method of claim 21 further comprising displaying an insignia on the net.
- 20 28. The method of claim 27 wherein displaying the insignia includes displaying a first insignia when the net is fully contracted and displaying a second insignia substantially only when the net is expanded.
29. The method of claim 28 wherein displaying the insignia includes substantially not displaying the first insignia when the net is expanded.
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30. A method for protecting a fragile non-produce item, the method comprising:
  - encircling the fragile item with an expandable, flexible net having low thermal conductivity and sized to fit the fragile item.
31. The method of claim 30 wherein encircling the fragile item includes expanding the net.  
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32. The method of claim 30 further comprising displaying an insignia on the net.
33. The method of claim 32 wherein displaying the insignia includes displaying a first insignia when the net is fully contracted and displaying a second insignia substantially only when the net is expanded.  
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34. The method of claim 33 wherein displaying an insignia includes not displaying the first insignia when the net is expanded.
35. A method for making a net to encircle a beverage drinking container or a fragile item, the method comprising:
  - 15 forming an expandable, flexible net having low thermal conductivity;
  - sizing the net to fit at least one of the following: the handheld beverage drinking container and the fragile item; and
  - placing at least one insignia on the net.
36. The method of claim 35 wherein placing at least one insignia on the net includes printing a first insignia on the net that is visible when the net is fully contracted, and printing a second insignia on the net that is visible substantially only when the net is expanded.  
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37. The method of claim 35 wherein placing at least one insignia includes printing the first insignia on the net that is substantially not visible when the net is expanded.  
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